IN THE CLAIMS:

The text of all pending claims (including withdrawn claims) is set forth below. Cancelled and not entered claims are indicated with claim number and status only. The claims as listed below show added text with underlining and deleted text with ~~strikethrough~~. The status of each claim is indicated with one of (original), (currently amended), (cancelled), (withdrawn), (new), (previously presented), or (not entered).

Please CANCEL claims 2-3, 5-9, and 11-17 without prejudice or disclaimer, AMEND claims 1, 4, and 10, and ADD new claims 18-19 in accordance with the following:

1. (currently amended) A view restriction method for imposing view restriction on a program that is scheduled to be broadcasted or being broadcasted, the method comprising ~~the steps of~~:

associating receiver identification information for identifying a receiver of a viewer with a restricted program when the restricted program is designated by the viewer;

broadcasting view restriction information including the receiver identification information associated with the restricted program together with the restricted program in a broadcasting time range of the restricted program, wherein the view restriction information includes an individual message that is voluntarily specified by the viewer;

broadcasting a rating value based on a content of the restricted program in association with the restricted program;

acquiring, at the receiver, the view restriction information broadcasted together with the restricted program; ~~and~~

restricting, at the receiver, display of the restricted program if the receiver identification information included in the view restriction information matches that set at the receiver;

displaying, at the receiver, a password enter screen when the restricted program has the rating value equal to or greater than a predetermined rating value; and

displaying, at the receiver, the individual message included in the view restriction information instead of a screen of the restricted program, at the time of restriction of displaying the restricted program, in response to a predetermined password being entered.

2. (cancelled)

3. (cancelled)

4. (currently amended) A view restriction method for imposing, at a receiver, view restriction on a program that is scheduled to be broadcasted or being broadcasted, the method comprising ~~the steps of~~:

acquiring view restriction information broadcasted together with a restricted program, wherein the view restriction information includes an individual message that is voluntarily specified by a viewer; ~~and~~

restricting display of the restricted program when receiver identification information included in the view restriction information matches that set at the receiver;

displaying a password enter screen when the restricted program has a rating value equal to or greater than a predetermined rating value; and

displaying the individual message included in the view restriction information instead of a screen of the restricted program, at the time of restriction of displaying the restricted program, in response to a predetermined password being entered.

5. (cancelled)

6. (cancelled)

7. (cancelled)

8. (cancelled)

9. (cancelled)

10. (currently amended) A receiver capable of imposing view restriction of a program that is scheduled to be broadcasted or being broadcasted, comprising:

acquiring means for acquiring view restriction information that is broadcasted together with a restricted program; ~~and~~

display control means for restricting display of the restricted program if receiver identification information included in the view restriction information matches that set at the receiver, and which displays an individual message included in the view restriction information instead of a screen of the restricted program; and

password request means for displaying a password enter screen when receiving the

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restricted program having a rating value equal to or greater than a predetermined rating value, wherein the display control means displays the individual message included in the view restriction information, instead of the screen of the restricted program, in response to a predetermined password being entered.

11. (cancelled)

12. (cancelled)

13. (cancelled)

14. (cancelled)

15. (cancelled)

16. (cancelled)

17. (cancelled)

18. (new) A method of restricting viewing of a broadcast program, the method comprising:

receiving, at a receiver, view restriction information from a user;

transmitting the view restriction information to a broadcaster;

associating the view restriction information with a program, and broadcasting the program and view restriction information to the receiver; and

restricting display of the program at the receiver according to the view restriction information.

19. (new) A method of restricting viewing of a broadcast program, the method comprising:

receiving, at a broadcast service provider, view restriction information from a user, the view restriction information including a display message;

transmitting the view restriction information to a broadcaster;

restricting display of a program in response to receiving the view restriction information

with the program; and

displaying the display message in response to receiving a predetermined password.